



WONE 2014 Annual Convention

Lights, Camera, Action: Nursing in a Leading Role

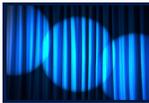
April 30-May 2, 2014

Glacier Canyon Lodge at the Wilderness Resort
45 Hillman Road, Wisconsin Dells, WI 53965

1-800-867-9453

Who Should Attend: Nurse executives, nurse managers, deans/leaders of nursing school programs, and anyone else with responsibility for leading nurses. You do not need to be a registered nurse or a member of WONE to attend this event.

Purpose: Designed for those in nursing leadership roles, the purpose of this event is to provide education related to health care trends, leadership and management skills.



Conference Agenda

Wednesday, April 30, 2014

4:15 – 6:15 pm	WONE Board Meeting
5:00 – 7:00 pm	Registration Open
Evening:	Dinner on your own

Thursday, May 1, 2014

7:00 – 8:30 am	Breakfast / Visit Exhibitors / Registration Open
8:00 – 8:25 am	New Member Meeting with WONE Board Members
8:35 – 8:45 am	Convention Welcome
8:45 – 10:45 am	Making the IOM Report Real: The 9th Recommendation – Radical Leadership <i>Virginia (Ginny) Beeson, BSN, MSN, NEA-BC, Captain, United States Navy (Retired)</i>

In October of 2010, the Institute of Medicine (IOM) published its report on the future of nursing. It was described by various experts as “transformational,” “bold” and “a report that will courageously and fundamentally change nursing.” It will only do these things, however, if nurses at all levels change behaviors, practice patterns and long-standing cultural habits. Nursing needs to make some changes, and we need to make them now. For the four key messages and eight recommendations to become reality, every nurse needs to understand what they mean for them, and nursing departments need to begin implementing practices and processes in support of report findings. This presentation describes how nurses can begin to do these very things and make the IOM report “real” for their organizations.

10:45 – 11:00 am	Break
11:00 – 11:30 am	Legislative Hot Topics at the State and Federal Level <i>Jenny Boese, Vice President, External Relations and Member Advocacy, Wisconsin Hospital Association</i>



11:30 am – 1:00 pm	Luncheon (provided) Recognition of 2013 WONE Nurse Leader of the Year Award recipient Visit Exhibitors
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1:00 – 2:00 pm **Concurrent Sessions (choose 1 of 3):**

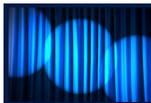
- A. **The Physician Whisperer** (session repeated at 3:00 pm)
*Marita Hattem, MBA, FACHE, Sr. VP, Organization and Service
Line Development, Aspirus Wausau Hospital, Wausau*
- B. **Planning for the Future-Nurse Leadership Academy (NLA)**
*Paula Hafeman, RN, MS, FACHE, Divisional Chief Nurse
Executive, Eastern Wisconsin Hospital Sisters Health System,
Green Bay*
*Leah Bergstrom, RN, MSN, Director of Inpatient Surgical
Services, St. Marys Hospital Medical Center, Green Bay*
*Tina Watts, RN, BSN, Health Service Manager, WI Dept. of
Corrections, Bureau of Health Services, Milwaukee*
- C. **The Role of the Advance Practice RN in Health Care**
*Catherine J. Rick, RN, PhD(h), NEA-BC, FAAN, FACHE
Senior Advisor for Nursing Leadership, Jonas Center for
Nursing and Veterans Healthcare; Former Chief Nursing
Officer/Senior Nurse Executive, U.S. Department of
Veteran Affairs*

2:00 – 2:30 pm	Break / Visit Exhibitors
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2:30 – 3:30 pm **Concurrent Sessions (choose 1 of 3):**

- D. **The Physician Whisperer** (repeated session)
*Marita Hattem, MBA, FACHE, Chief Operating Officer,
Aspirus Wausau Hospital, Wausau*
- E. **Innovative Approaches to Nurse Practitioner-Based
Models of Care**
*Kaaron Keene, RN, MS, VP, Patient Care Services,
Memorial Health Center, An Aspirus Partner, Medford*
*Jim Mugan, RN, MPA, Fellow Designate - ACHE, COO, Sr. VP
Clinical Services, AHC System CNO, Agnesian HealthCare,
Fond du Lac*
*Laura Magstadt, RN, MSN, Dir. of Patient Care Services, Ministry
Health Care, Woodruff*
- F. **Engaging Front Line Staff to Improve Patient Satisfaction**
*Stephanie Sobczak, Manager, Quality Improvement,
Wisconsin Hospital Association*
*Tom Kaster, Quality Coordinator, Wisconsin Hospital
Association*

3:30 - 3:45 pm	Break
3:45 – 4:30 pm	WONE Annual Business Meeting
4:30 pm	Adjourn for the day
5:30 – 7:00 pm	Networking Reception and Dinner (cash bar)
7:00 – 9:00 pm	Hospitality Suite (cash bar)



Friday, May 2, 2014

8:00 – 9:00 am	Breakfast
9:00 – 10:15 am	<p>Nurses at the Point of Care: Your Unexpected Business Partners <i>Joan Ellis Beglinger, RN, MSN, MBA, FACHE, FAAN, Principal, Joan Ellis Beglinger Designing Tomorrow</i></p>
<p>The convergence of the IOM Report on the future of nursing, the Affordable Care Act and emerging evidence on the relationships among nurse staffing, the practice environment and patient outcomes, makes this a time of unprecedented opportunity and unparalleled risk for nursing. A challenge for nurse leaders is to ensure that the IOM recommendations are operationalized and best available evidence is utilized in all facets of decision making. As the largest group of professionals involved in the delivery of health care, direct care nurses significantly impact the organization's clinical outcomes and patient experience. Successful transformation of the health care environment will depend on nurses being appropriately positioned and engaged in the work of the enterprise. This presentation will focus on specific strategies that have been proven to result in a highly engaged professional nursing organization, well prepared to embrace ownership of, and assume leadership in, the achievement of the strategic priorities of the organization.</p>	
10:15 – 10:30 am	Break
10:30 – 11:45 am	<p>Lighten Up! Maximizing Health and Well Being Through a Positive Mental Attitude <i>Sandy Queen, Wellness Expert and Motivational Speaker</i></p>
11:45 am – 12:00 pm	Marketing Prizes Awarded / Wrap Up
12:00 pm	Convention Adjourns
12:15 – 1:45 pm	<p>Optional ACHE Face-to-Face Education Session (1.5 credits)</p>

“Successfully Leading Change in Health Care Organizations”
 Moderator: Steve Brenton, President, Wisconsin Hospital Association
 Panelists: TBD by WI Chapter of ACHE

The health care environment is constantly changing, and provider organizations must adapt in order to survive and thrive. Organizations are frequently asked to respond to legislative changes, market fluctuations, safety concerns, and patient or staff demands. The success of major change implementation hinges on how it is communicated and how it impacts individuals and processes in the organization. Stakeholders frequently resist change for many reasons. For change to truly be effective, a leader must know how to effectively communicate the benefits, minimize the barriers and describe the processes. Learn from your peers as they share approaches that were successful and those that impeded the change process.

Sponsored by Wisconsin Chapter of ACHE. There is no additional registration fee to attend this Wisconsin Chapter of ACHE session but you must pre-register.

Registration Information

2014 Registration Options and Fees:

- WONE Member, Full Convention: \$250.00 per person
- Non-Member, Full Convention + 2013 WONE Membership: \$350.00 per person
- Full-Time Student*: \$100.00 per person
 *NOTE: “Full-Time Student” is defined as either graduate or undergraduate student taking 12 or more credits at the time of the event. Proof of student status may be requested
- Thursday Dinner Guest: \$40.00 per person

Conference Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Online Registration ONLY

All registrations can be made online at:
<http://events.SignUp4.net/14WONE>

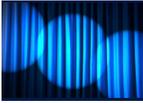
After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment via check or reimbursement.

Payment can be made online via VISA or MasterCard, or you can follow up with payment by check.

If paying via check:
Print registration receipt and mail it, along with your check payment to:

WONE, Attn: Lisa Littel
 c/o WHA,
 PO Box 259038
 Madison, WI 53725-9038





Conference Information

Hotel Accommodations

Glacier Canyon Lodge at the Wilderness Resort
45 Hillman Rd, Wisconsin Dells, WI 53965
800-867-9453

Lodging Information

A block of rooms for the WONE Annual Convention has been reserved April 30 and May 1 at the Glacier Canyon Lodge at the Wilderness Resort in Wisconsin Dells, WI. **Contact the hotel at 800-867-9453 to reserve a room before April 9, 2014; be sure to ask for a room in the "2014 WONE Annual Convention group block #347329."** Room rate for April 30 and May 1 is \$99.00 per night plus tax and a \$9.95 nightly resort fee for a single room with two queen beds.

Final cut-off date for room reservations is April 9, 2014.

Rooms at the group rate are available on a first come basis.

Reservations require a deposit (cash or credit card) equal to the cost of the first night's stay.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Organization of Nurse Executives seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please e-mail your needs to Lisa Littel at llittel@wha.org or call 608-274-1820.

Prize Drawings and Silent Auctions

The WONE Marketing Committee is sponsoring giveaways and a silent auction during the conference. Please remember to bring your hospital logo items for the giveaways and any non-logo items (valued at \$40 or more) to include in the silent auction. If you have any questions about this, call Denice Dorpat, WONE Marketing Committee Chair, at deniced@aspirus.org.

Continuing Nursing Education

This activity has been submitted to the WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Planning Committee Members

Jean Surguy, BSN, MAE, Program Committee Chair
Lori Cardinal, RN, BSN
Cathey Crawley, RN, MHA, MSN
Denice Dorpat, RN, MSN, CCRN
Joan Ellis Beglinger, RN, MSN, MBA, FACHE, FAAN
Alison Hafeman, BSN, CPHQ
Joan Klehr, RN, BS, MPH
Becky Kordahl, RN, MBA, NEA-BC
Dennise Lavrenz, RN, MBA
Jennifer Frank, BA

Featured Speakers

Virginia (Ginny) Beeson, BSN, MSN, NEA-BC, Captain, United States Navy (Retired)



Ginny Beeson is a nurse executive, consultant and educator with over 30 years experience in health care. She was a Navy nurse for most of her career, serving as nurse manager, director of Navy Medicine's Leadership Development Program, deputy director of the Navy Nurse Corps, and chief nurse executive. She retired from the Navy in June of 2003 as the chief nurse executive at The National Naval Medical Center in Bethesda, MD. Since 2003, she has worked as an independent consultant/coach/teacher conducting workshops and seminars for hundreds of hospitals and health care organizations around the country. Her primary work involves building leadership capacity and changing/transferring organizational culture in support of a more positive, productive and professional workplace.

Her past experience in the Navy's leadership program, where she taught doctors, nurses, dentists and health care administrators, and her many years as a nurse executive, provide a rich background from which to draw, and make her "at home" in any educational setting. Her knowledge and passion come through in engaging, realistic and lively presentations. Her entertaining and inspirational style has led to numerous requests for presentations, workshops and keynote addresses at national meetings of health care organizations, hospitals and numerous colleges and universities around the country.

She is a graduate of the Johnson & Johnson program for nurse executives at The Wharton School, University of Pennsylvania, and a recipient of Nursing Management's Distinguished Leader Award. In addition to multiple military honors and decorations, she received The Navy Nurse Corps' Life-Time Leadership Award. She is a graduate of The University of Vermont (BSN), Boston University (MSN), and is certified in nursing administration, advanced.

Sandy Queen, Wellness Expert and Motivational Speaker

Sandy Queen's unique blend of insight to human nature, along with over 20 years of experience in training and development, education, health care and parenting, helps her connect with her audiences on a personal level. Her philosophy: lighten up - this is the only life you have!

She is a mother, grandmother, educator and a speaker, but most of all, a person dedicated to helping people reconnect with a sense of their own uniqueness.

Through her wide variety of workshops and keynotes, Queen's ability to use humor, even for serious topics, has gained her a widespread reputation for helping participants take a look at their lives, attitudes, and feelings, and find places to "lighten up," both personally and professionally.

